

Ed DOMBROSKA

Eastern Regional Tourism District/Greater Mystic Visitors Bureau Accomplishments and Outlook

In 2010 the tourism industry in Eastern Connecticut brought together the publicly funded Eastern Regional Tourism District and the industry, in the form of the Greater Mystic Visitors Bureau, to form a partnership.

In the past year alone we have achieved significant accomplishments. We have:

- Agreed to promote the entire region using the internationally recognized brand of "Mystic".
- Leveraged public funds with over \$508,000 of private funding nearly doubling our budget and funding the only paid media campaign-promoting Connecticut as a tourism destination.
- Created a "World Class" website www.Mystic.org combining the best elements of previous public and private marketing initiatives.
- Attracted over 75 businesses and organizations to contribute financially through the GMVB to District marketing efforts.
- Developed and executed a targeted marketing plan for the 2010 spring through summer and autumn seasons.
- Developed and introduced multiple seasonal consumer oriented promotions to encourage visitation.
- Negotiated an agreement with the New London Day/Mystic Chamber of Commerce/Eastern Chamber of Commerce to produce the "Mystic Country Magazine" as a cooperative destination guide to be used by the three organizations thereby eliminating duplicate publications.
- Negotiated an agreement with the Hall Radio Group for their 6 radio stations to become "The Voice of Mystic Country" in eastern Connecticut at no cost to the District but with a value of over \$400,000.
- Reached an agreement with the State Office of Tourism to fulfill all inquiries they receive with additional information about Connecticut, since they were unable to do so.
- Partnered with the Western and Central Tourism Districts to represent the entire state at tourism trade shows under the banner of "Connecticut Regions".

In addition to these achievements our plans for 2011 are to:

- Introduce a new direct booking engine on www.Mystic.org whereby consumers can directly book hotel accommodations and attraction tickets.
- With the other 2 Districts and the State coordinate marketing efforts to "Groups and Meetings" to re-establish Connecticut as a desired location for this lucrative segment of the tourism business.
- Expand the presence of Mystic Country via Social Media introducing "Weddings" information, Seasonal themes and interactive events and development of thematic trails to encourage exploration and visitation.

2/19/11

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